

Business Reply Mail (BRM)

Related QSGs: 811, 923, 924

922

Quick Service
Guide

Overview For an annual fee, a BRM permit is available for distributing business reply cards, envelopes, self-mailers, cartons, or labels. Business reply mail (BRM) allows the permit holder to receive First-Class Mail back from customers by paying postage only on the mail returned. The BRM permit holder guarantees payment of First-Class postage plus a per-piece fee for pieces returned by the USPS (see payment options below). When designing a BRM mailpiece or label, mailers must consult with their local postal business center or post office. The piece must conform to a specific format to qualify as BRM including a unique ZIP+4 code assigned by the USPS. Proofs should be approved by the USPS before printing. On the reverse is a layout example for a BRM envelope. BRM pieces distributed in automation rate mailings are required to meet automation compatibility standards.

Payment Options (S922) Business Reply (Basic Service)—Annual permit fee \$85.00.
Per piece charge \$0.44 plus First-Class postage. Paid through postage-due account or in cash on delivery. Used for cards, envelopes, self-mailers, cartons, or business reply labels.

Basic Service
Cost per piece
First-Class postage + 44¢
Letter (1 oz.) 32¢ + 44¢ = 76¢
Card Rate 20¢ + 44¢ = 64¢

Business Reply Accounting Fee Service (Large Volume)—Annual permit fee \$85.00 plus annual BRM accounting fee of \$205.00. Per piece charge \$0.10 plus First-Class postage. Paid through BRM advance deposit account only. Used on cards, envelopes, self-mailers, cartons, or business reply labels. Best suited if return volume is approximately 600 pieces or more per year.

Accounting Fee Service
Cost per piece
First-Class postage + 10¢
Letter (1 oz.) 32¢ + 10¢ = 42¢
Card Rate 20¢ + 10¢ = 30¢

Business Reply Mail Accounting System (BRMAS) (Large Volume, Automation-Compatible)—Annual permit fee of \$85.00 plus annual BRM accounting fee of \$205.00. Per piece charge \$0.02 plus First-Class postage. Paid through BRM account only. Used on automation-compatible cards and letter-size mail weighing up to 2 ounces if design is approved for BRMAS before distribution by USPS (S922.2). Requires the USPS to assign a unique ZIP+4 and barcode (no cost), for each rate category. Best suited when expected BRM return volume is approximately 500 pieces or more annually.

BRMAS
Cost per piece
First-Class postage + 02¢
Letter (1 oz.) 32¢ + 02¢ = 34¢
Card Rate 20¢ + 02¢ = 22¢

Other Post Offices A BRM permit holder can allow its affiliated agents to use that permit number to receive company business reply mail at any other post office. The original permit holder must supply the affiliate with a letter authorizing the use of the BRM permit and a copy of the USPS receipt showing the annual fee payment for that permit. That information, in turn, must be supplied to the affiliate's local post office, which will also assign a BRM ZIP+4 code(s) and barcode(s), as appropriate. The affiliate's mailpiece design should be approved by the USPS, using any of the above payment methods to receive the mail. Any fee or charge beyond the annual permit fee is paid by the affiliate's office.

Official Mail Authorized users of official mail may distribute BRM, subject to E060 and S922.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

Business Reply Mail Layout

Permit Holder Space: May contain information such as return address, logos, distribution codes, and form numbers.

Company Logo: A company logo is permitted in the address block if it does not extend below the top of the delivery address line and interfere with required endorsements (S922.4.8).

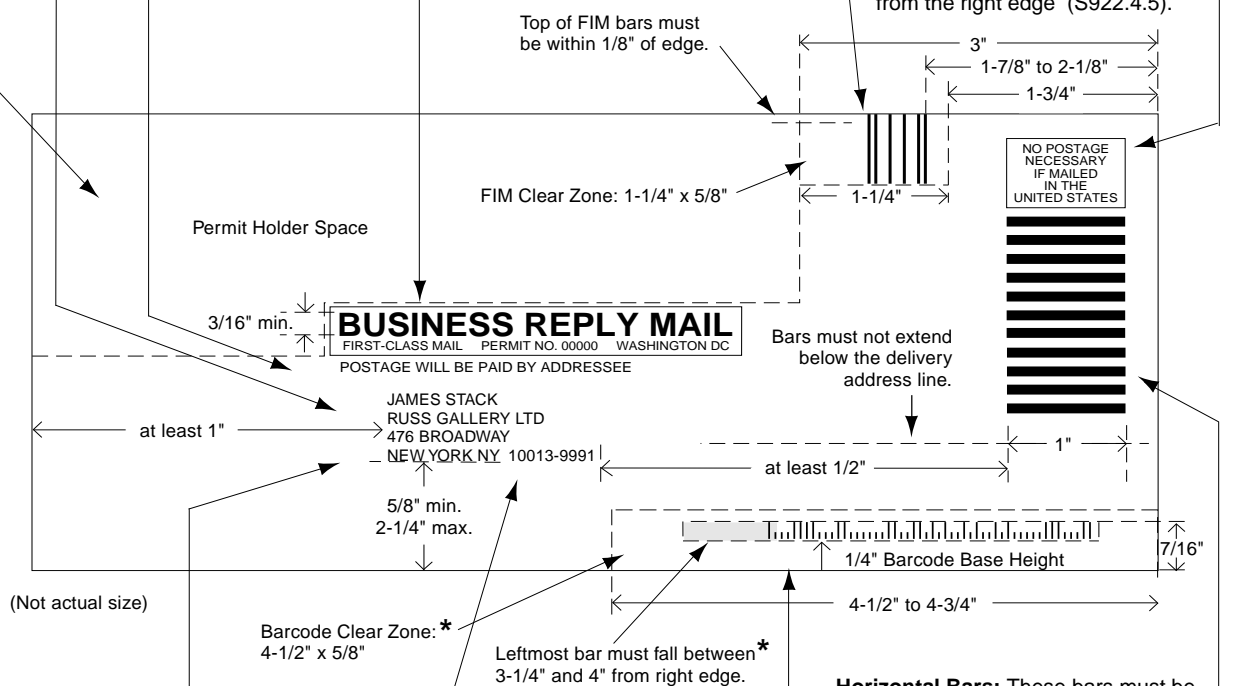
Postage Paid Line: Place the statement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box (S922.4).

Business Reply Legend Box: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing post office (city and state) in capital letters (S922.4).

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces.

FIM Location: A FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) plus or minus 0.008 inch wide (S922.4.10).

Postage Endorsement Indicia: "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece, must not extend more than 1-3/4 inches from the right edge (S922.4.5).



Address Format: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece. Address block barcodes *not* permitted.

ZIP Code: A unique ZIP+4 code is assigned to each BRMAS BRM piece.

Before printing, submit proofs of BRM samples to your postal business center or post office for advice and approval. Take advantage of this service—it could save you money.

* Delivery point barcode *not* permitted, but mailer may provide expanded clear zone measuring 4-3/4" from right edge. When using expanded clear zone, the leftmost bar must be between 3-1/2" and 4-1/4" from right edge (S922.5).

POSTNET Barcode Location: The barcode must be located here (unless an address block barcode is used on a window envelope or printed address label). The barcode must be a ZIP+4 barcode. This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local postal business center (S922.5).

Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are available; however, they are charged at regular First-

Class Mail letter rate. Postcard thickness must be between 0.007 and 0.016 inch.

Additional standards apply to BRMAS pieces (S922.7).

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles:

Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local postal business center or your postmaster for guidance.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Regular Periodicals, and automation Regular and Enhanced Carrier Route Standard Mail must meet the standards in C810.8.